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ABSTRACT

This book examines language attitudes, focusing on individual attitudes toward majority and minority languages and bilingualism. Special emphasis is placed on research conducted on language attitudes in Wales toward the Welsh and English languages. Six chapters address the following: (1) the nature, definition, and measurement of language attitudes, and the influence of language attitudes on everyday behavior; (2) language attitude theory and research; (3) the relationship between personal and environmental variables, such as language environment, youth culture, and schooling, and language attitude; (4) attitudes towards bilingualism, including a model of attitude toward bilingualism; (5) the theory and research on attitude change relevant to language policy and planning, where such policies and plans are designed to preserve minority languages in decline; and (6) language attitude change among a large sample of secondary school students in Wales, examining the students' changing attitudes toward Welsh and English. Two appendixes present the research instruments and describe the technical details of the Wales study. (Contains 147 references.) (MDM)

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